



Amy McConnell
2025 STAR President

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STAR Monthly News

STARK TRUMBULL
AREA REALTORS®

Powering REALTORS® Across Stark, Carroll, and Trumbull Counties...

President's Message

2025 | November

Igniting a Purpose-Driven 2026 for STAR Members

The start of a new year brings fresh motivation—and let's be honest, a lot of resolutions that don't make it past January. This morning, I sat in on a webinar with Joe Rand, and it was a timely reminder that success in real estate has very little to do with dramatic changes and everything to do with consistent, intentional action.

As professionals across Stark, Trumbull, and our surrounding markets, we each run our business a little differently and represent a variety of brokerages. But we share one core truth: building strong relationships and staying top-of-mind is what moves our business forward. Joe challenged us to rethink our resolutions for 2026, shift from vague goals to purposeful habits, and commit to the daily disciplines that actually work.

Below is a recap of his top marketing-focused ideas—paired with practical best practices to help us stay accountable and truly stick to our commitments this year.

Resolution #1: Position yourself as a fiduciary buyer representative

Communicate clearly that your role goes beyond showing homes—you advocate, protect, and guide.

Best practice: Work this language into consultations, bios, and social profiles so consumers understand your value.

Resolution #2: Invest in personal, memorable swag

Choose branded items that reflect your personality and stay in circulation—think reusable bags, local-themed gifts, or even pet accessories.

Best practice: Keep it high-quality and on-brand for your market and style.

Resolution #3: Secure a personal domain

YourName.com builds authority and simplifies marketing. Point it to your brokerage profile or personal site.

Best practice: Use it consistently on marketing pieces and signatures.

Resolution #4: Separate personal and professional email

Stay organized and maintain credibility.

Best practice: Audit subscriptions, marketing systems, and online profiles to ensure business communication stays professional.

Resolution #5: Refresh your marketing visuals

Update your headshot, bio, social banners, and print materials regularly.

Best practice: Perform a quarterly branding check—consistency builds trust.

Resolution #6 & #7: Collect and share client testimonials and closing photos

Authentic social proof matters. Capture short videos and celebratory moments at closing.

Best practice: Keep it simple—ask clients what they appreciated most about the experience.

Resolution #8: Build a reference list

Not just testimonials—real past clients willing to vouch for you. This builds credibility, especially with relocation buyers and higher-trust situations

Resolution #9: Strengthen your email signature

Make it polished, branded, and informative without being cluttered.

Resolution #10: Write 200 handwritten notes

One box. One year. Real relationships win every time.

Best practice: Schedule time weekly to send notes to clients, partners, and prospects.

Resolutions #11–27: Expand Your Engagement & Visibility

- Brand your sphere (call them your “insider” group)
- Promote local businesses and create Yelp collections
- Remember—every marketing touch is just a “reason to chat”
- Host a yearly networking event for past clients & partners
- Throw one special housewarming party for a client
- Identify and intentionally engage your top referrers
- Have two intentional coffee/lunch meetings each month
- Hold shorter, more frequent open houses
- Add sold comps to your open house flyers
- Try one virtual open house
- Add creative themes (car show, community tie-ins, etc.)
- Send clients photo gifts of their home
- Provide an organized digital folder for closing docs
- Send Zillow “what do you think?” messages to your sphere
- Show up for closing—and move-in day
- Launch one new mailing campaign
- **Bonus:** Follow up until you get an answer—silence isn’t a “no”

The Bigger Message

Joe’s biggest takeaway? We don’t need more resolutions. We need *follow-through*. Small touches. Real conversations. Personal connection. Consistency over intensity.

Our STAR community is full of talented, driven professionals. If we each commit to even a few of these practices—and support each other in staying accountable—we will elevate not just our individual businesses, but our profession across Stark and Trumbull Counties. Here’s to a year of purpose, connection, and meaningful action. Let’s enter 2026 focused, consistent, and committed to growth—together. Proud to serve and grow alongside you all. Let’s make this a year that counts.

Important Update: New eLicense LPI System & Next Steps

As many of you know, the Division launched its new licensing system, **eLicense LPI**, on **October 20, 2025**. We understand there have been some challenges, and the DOC is working diligently to address any issues that have arisen. To help ensure a smooth transition, we’re sharing the full set of **guidance and resources**: [New eLicense LPI Portal Guide](#)

Amy McConnell, 2025 STAR President

Classes & Events

NOVEMBER

- NOV 7 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Maggie McAbier](#)
- NOV 17 [REGISTER NOW](#)
IN PERSON Lead Generation CE | 10:00 am – 12:00 pm
7110 Whipple Ave NW, Suite B, North Canton, OH 44720
- NOV 20 [REGISTER NOW](#)
New Member Orientation
7110 Whipple Ave NW, Suite B, North Canton, OH 44720
- NOV 27-28 OFFICES CLOSED | Thanksgiving

DECEMBER

- DEC 3 Leg. Affairs / RPAC Committee | Staff Liaison: [Rich Cosgrove](#)
- DEC 8 Growth & Connection Committee | Staff Liaison: [Maggie McAbier](#)
- DEC 12 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Maggie McAbier](#)
- DEC 13 [REGISTER NOW](#)
Breakfast with Santa
MAPS Air Museum | 2260 International Pkwy, North Canton, OH 44720
- DEC 24-26 OFFICES CLOSED | Christmas
- DEC 31 OFFICES CLOSED | New Years

JANUARY

- JAN 1-2 OFFICES CLOSED | New Years
- JAN 7 Leg. Affairs / RPAC Committee | Staff Liaison: [Rich Cosgrove](#)
- JAN 9 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Maggie McAbier](#)
- JAN 12 Growth & Connection Committee | Staff Liaison: [Maggie McAbier](#)
- JAN 15 [REGISTER NOW](#)
Presidents Installation
Haymaker's Mill | 7192 Wales Avenue NW North Canton, OH 44720
- JAN 19 OFFICES CLOSED | Martin Luther King Day
- JAN 22 [REGISTER NOW](#)
MLS NOW CE | Listing Input 1:30-3:30
7110 Whipple Ave NW, Suite B, North Canton, OH 44720



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A Note from the CEO

Finishing the Year Strong with STAR

As we move into the final quarter of the year, I want to take a moment to reflect on the excitement, progress, and community impact STAR has achieved throughout September and October. These months truly showcased what defines us – our commitment to service, member engagement, and forward momentum as an association.

Strengthening Our Community “REALTORS Are Good Neighbors!”

Supporting the communities we serve remains at the heart of STAR’s mission.

Akron-Canton Regional Foodbank

We are proud to partner with the **Akron-Canton Regional Foodbank** to help fight hunger across eight counties. With the reduction of SNAP benefits and rising living costs, many families are struggling to afford groceries. Your support helps provide nutritious meals and hope to those who need it most.

Warren Kiwanis Club Turkey Trot

We’re also excited to partner with the **Warren Kiwanis Club** as a **Silver Sponsor** of their 47th Annual Turkey Trot on Thanksgiving morning, November 27, 2025. This event raises funds for scholarships and youth programs that directly benefit the Warren community – supporting the Kiwanis mission to “change the world, one child and one community at a time.”

Thank you for being REALTORS® who lead with heart and service. Your involvement is what makes STAR shine brightest. **Note:** Additional details can be found in this newsletter, and please keep an eye out for this email on Sunday.

Events & Engagement

September and October were filled with connection, education, and celebration:

- **R-Day at La Pizzeria** brought members together for networking, CE with Courtney DeMarco (*Meet ChatGPT Baby*), and an outstanding Affiliate Vendor Fair.
- We continued welcoming new members, strengthening Affiliate partnerships, and expanding engagement opportunities across our region.

Your support and participation continue to elevate STAR to new heights – and we’re just getting started.

Operational Excellence

Behind the scenes, we’re working hard to strengthen systems and proactively prepare for the year ahead.

A key reminder as we close out the year:

2026 Membership Dues Billing has been sent. Please check your email from membership@star.realtor to find your invoice. Total dues for State and National are **\$496**.

If anyone is considering transferring to STAR from another Association, **now is the perfect time** to make the move!



Collene Burgess
Chief Executive Officer
cburgess@star.realtor
office: (330) 494-5630

We appreciate your continued commitment to STAR. If you have any questions about your invoice or membership, our team is happy to help.

Save the Dates

Breakfast with Santa – December 13

Join us for a festive morning with photos, treats, and fun for the kids!

Annual Installation Ceremony – January 15

Celebrate incoming leadership and the exciting year ahead!

Watch your email for full event details and registration links – or view them directly in this newsletter.

Looking Ahead

Thank you for your continued engagement, service, and passion for STAR. Together, we’re building a stronger, more connected REALTOR® community and raising the bar for excellence across our region.

Let’s finish the year strong – and keep shining bright!

STAR REALTORS® Are Good Neighbors — Join Us in Fighting Hunger!

Akron-Canton Regional Foodbank

We're proud to share that STAR is supporting the Akron-Canton Regional Foodbank to help fight hunger in our community. With the recent end of SNAP benefits and the ongoing rise in living costs, more families than ever are struggling to put food on the table.



Your donation can make a real and immediate difference. Together, we can help the Foodbank continue its vital mission and bring hope to families who need it most.

Please consider donating or sharing our fundraising page by clicking [HERE](#) to spread the word and show what it truly means to be a STAR REALTOR®...we are Good Neighbors!

Warren Kiwanis Club Turkey Trot

We've also teamed up with the Warren Kiwanis Club as a Silver Sponsor of their 47th Annual Turkey Trot on Thanksgiving morning, November 27, 2025. This event raises funds for scholarships and local youth and community programs that reflect the Kiwanis mission to "*change the world, one child and one community at a time.*" Click [HERE](#) for more information and to sponsor.

Thank you for supporting the Akron-Canton Regional Foodbank and the Warren Kiwanis Club Turkey Trot!



**AKRON-CANTON REGIONAL
FOODBANK**





FREE

Annual Event

for STAR Members
& their Families

Breakfast with **Santa**

Sponsored by the Stark Trumbull Area REALTORS® Affiliate Committee

Sat, December 13 at Maps Air Museum

2260 International Parkway, North Canton, OH 44720



ACCEPTING DONATIONS on behalf Bags with a Blessing

Pre-loved, quality bags of any size, New makeup or cosmetic items,
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Hats, Gloves, Manicure Set, Nail Grooming Kit, Jewelry, Any items that will enhance the feeling
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Beginning at

9:00 am

Registration

9:30 - 10:30

Hot Breakfast
with Santa

10:30 - 12:00

Crafts, Visit
with Santa





2026

INSTALLATION of Officers and Directors Awards Ceremony



Emily Levitt

2026 STAR President

THURS Jan 15, 2026
4:00 PM to 6:00 PM

Haymaker's Mill

7192 Wales Avenue North West
North Canton Ohio 44720

STAR
AFFILIATES

Your Partners in Business

4:00 pm Cash Bar

4:30 pm Hors d'oeuvres

5:00 pm Installation

Find an Affiliate for a FREE Drink Ticket!

FREE for STAR Members

\$15 for Non-Member Guests

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We will also honor Special Award Winners!*

2025 REALTOR® of the Year
2025 Affiliate of the Year
2025 Lifetime Achievement Award

Questions? Contact Collene Burgess, STAR CEO
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January 22: Listing Input

The Matrix Listing Input class should be taken by those who have broker permission to input listings. This class will go over how to properly use the input portion of Matrix while following MLS Now rules.

February 19: My Matrix and More

Explore the My Matrix tools, including custom headers and grids, personalized email signatures with photos and links, speedbar shortcuts, team settings, hot sheets for market tracking, and portal notifications to monitor prospect activity.

March 19: Realist: Using Tax Data

Learn how to get more from Realist tax data, including report views, sorting, search tips, flood and assessor maps, neighbor profiles, label downloads, finding comps (even with zero results), setting preferences, and using mortgage calculators.

April 16: CMA

Learn how to find comps using radius or map searches and create a CMA package with customizable reports, cover pages, and stats—saved under the contact for easy editing, printing, or emailing anytime

May 21: Listing Input

The Matrix Listing Input class should be taken by those who have broker permission to input listings. This class will go over how to properly use the input portion of Matrix while following MLS Now rules.

***Rayse: Showcasing Your Value as a REALTOR®**

Rayse is the all-in-one platform that helps agents deliver the transparency and professionalism today's buyers and sellers expect. You've seen how it works for buyers—now discover the new seller experience with tools like the Seller Services Presentation, Seller Journey, and enhanced reporting. These features make it easy to demonstrate your value from listing to closing.

To learn more, please allow 15 minutes after your class for a brief lesson.

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REALTORS® are members of the National Association of REALTORS®

November 2025 GAD Report

As Government Shutdown Continues, So Do Complications in Housing Sector:

As the federal government shutdown nears its third week, the housing sector is facing growing challenges that threaten both buyers and sellers. The lapse in authorization for the National Flood Insurance Program (NFIP) has halted new flood insurance policies, potentially leaving homeowners vulnerable as existing policies begin to expire. Additionally, USDA-backed rural loans are on hold, and delays in IRS income verification and FHA/VA loan processing are slowing or stopping home sales nationwide. The National Association of REALTORS® warns that the longer the shutdown continues, the greater the strain on families, businesses, and the broader economy, since each home sale contributes roughly \$125,000 in local economic impact. NAR leaders urge Congress to pass a bipartisan funding bill to reopen the government and restore stability to the housing market.

Landmark Housing Legislation Passes in Senate:

A landmark piece of housing legislation is on the move through Congress. The Renewing Opportunity in the American Dream to Housing Act of 2025, also known as the ROAD to Housing Act, passed the full Senate on Thursday, Oct. 9, as part of its version of the National Defense Authorization Act (NDAA). The bipartisan legislation initially passed out of the Senate Committee on Banking, Housing and Urban Affairs in July 2025, garnering unanimous support from the committee.

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Lucy Staten
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Christine Schell
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Jason Kruger
NMLS# 830077

Chad Jones
NMLS# 796540

Dave Dennison
NMLS# 2242306

Valerie Volchko
NMLS# 1306305

Rachel Latin
NMLS# 542872

Jeremy Kruger
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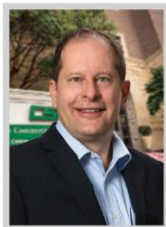
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Monthly Market STATS

September 2025

[CLICK HERE](#) to check out our Blog for shareable assets and watch social media for September STATS soon!

MarketUPDATE

STARK COUNTY

Stark Trumbull Area REALTORS®
Single-Family & TownHome Listing
Analysis of Stark, Trumbull, &
Carroll Counties



NEW Listings
561



SOLD Listings
369



Average SALE Price
\$261,635



Average MARKET TIME
29 Days

SEPTEMBER 2025

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MarketUPDATE

CARROLL COUNTY

Stark Trumbull Area REALTORS®
Single-Family & TownHome Listing
Analysis of Stark, Trumbull, &
Carroll Counties



NEW Listings
68



SOLD Listings
42



Average SALE Price
\$194,838



Average MARKET TIME
96 Days

SEPTEMBER 2025

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MarketUPDATE

TRUMBULL COUNTY

Stark Trumbull Area REALTORS®
Single-Family & TownHome Listing
Analysis of Stark, Trumbull, &
Carroll Counties



NEW Listings
226



SOLD Listings
193



Average SALE Price
\$210,020



Average MARKET TIME
48 Days

SEPTEMBER 2025

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Membership Report October 2025

New Salespersons

Courtney Burns, *Real Brokerage*
Willard Evans, *Real Estate & Auction Services*
Jalen Kegarise, *Real Solutions Realty*
Rachael Huntsman, *Tarter Realty*
Nicholas Capaldi, *C21 Lakeside Realty*
Maline Long, *KW Legacy Group*
Jennifer McKeever, *Real of Ohio*
Donald Newell Jr, *C21 Lakeside Realty*
Rosemarie Graves, *Eberle Real Estate*
James Hayden, *KW Legacy Group*

Transfers from Another Board

Paul Billman
Kelly Robinson
Maria Dornack
Derrick Bailey
Anna Graham
Andrea Bracey
Joshua Chambers

New Office

Market & Main Realty LLC, *Melissa Sprouse*

Affiliate Office

American Title Solutions, *Katelyn Spuhler*
Hometown Roofing & Construction,
Adam Johnson
Polaris Home Funding Corp, *Jesus*
Quezada

Affiliate Member

Katelyn Spuhler, *American Title Solutions*
Adam Johnson, *Hometown Roofing & Construction*
Melissa Stuckey, *Stark Federal Credit Union*
Jesus Quezada, *Polaris Home Funding Corp*

Dropped Members

James Gotto
Kyle Shepherd
Nancy Mills
Fran Cunningham



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Attorney David Thomas
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DUES BILLING BREAKDOWN

State & National Dues

\$521

**Billed Nov 4
2025**

Due December 31, 2025

\$25 Late Fee Applies on January 6, 2026
Membership & MLS Access will be suspended
on February 7 for non-payment of dues.

\$295 = Ohio Realtors

\$201 = NAR

\$156 Dues +
\$46 Mandatory Consumer Ad
Campaign Assessment

**\$25 = Optional STAR
RPAC Contribution**

Local (STAR) Dues

\$225

**Billed May 1
2026**

Due June 30, 2026

\$25 Late Fee Applies on July 7, 2026
Membership & MLS Access will be suspended
on August 4 for non-payment of dues.



Candice Likely, Administrative Assistant

Contact for: Membership & Dues Inquiries,
FOREWARN, Supra

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Brad Campbell
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and take the
guesswork out
of getting started!**

Orientation Dates

Thursday, February 20

Thursday, July 17

Thursday, August 21

Thursday, November 20



Sign-Up TODAY!

Homebuyers Interest in Energy Efficiency Is Increasing

Published September 30, 2025 | [NAR Newsroom](#)

WASHINGTON (September 30, 2025) – Sustainable features, particularly those that reduce costs or offer financial savings, are increasingly influencing home search and remodeling decisions, according to new findings from the National Association of REALTORS® 2025 [REALTORS® Residential Sustainability Report](#).

This year, NAR surveyed its residential-focused members about sustainability issues facing the industry. The report found that more than two in five agents (42%) worked with a property that had green features over the past year.

Client questions about energy efficiency are becoming more common, though still not widespread. The share of respondents who said clients never ask about upgrades dropped sharply to 29% from 57% last year. Rarely is now the most frequent response at 42% – up from 7% in 2024. Another 21% said clients ask sometimes, and 6% said always/often.

"Housing affordability continues to challenge homebuyers, so sustainability can sometimes be pushed to the back burner as buyers search for the ideal home," said Jessica Lautz, NAR deputy chief economist and vice president of research. "However, many still seek sustainable home features to reduce their environmental impact as well as heating, cooling, and commuting costs."

"Some homeowners may need to turn to remodeling upgrades to embrace sustainability, particularly as the age of America's housing stock increases due to persistent underbuilding," Lautz added.

Additional findings from the report:

- 37% of agents cited windows, doors, and siding as the most important green home features for clients.
- 47% of agents said financial incentives (e.g., tax credits or rebates) are the top drivers of demand for sustainable homes, followed by higher resale value (31%) and consumer awareness of energy savings (30%).
- 58% of agents cited understanding how solar panels impact transactions as their biggest sustainability knowledge challenge, followed by valuing homes with solar panels (52%).
- 58% of agents said fewer than one-fourth of their clients consider climate or environmental risk when purchasing a home.



About the National Association of Realtors®

As America's largest trade association, the National Association of Realtors® is involved in all aspects of residential and commercial real estate. The term Realtor® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of Realtors® and subscribes to its strict Code of Ethics. For free consumer guides about navigating the homebuying and selling transaction processes – from written buyer agreements to negotiating compensation – visit [facts.realtor](#).

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